Southern Employee Benefits Conference

FIDUCIARY DUTIES
LOOKING AHEAD

Hazlehurst Lamon Award Dinner
Monday, September 26, 2011
Georgia Tech Hotel and Conference Center,
Atlanta, Georgia
Title Co-Sponsors:

PIMCO

Allianz Global Investors

Fall Fly-In
Fiduciary Duties – Looking Ahead
Tuesday, September 27, 2011
Georgia Tech Global Learning Center,
Atlanta, Georgia
Title Sponsor:

Invesco

GENERAL INFORMATION

Who Should Attend

Anyone involved in the employee benefits field. This conference will be of interest to Plan Sponsors, Advisors and all professionals active in the employee benefits, retirement, and investment industry.

Registration

Online: *http://sebc.org/con_fall.php*

Mail: Complete the enclosed form and
mail to the SEBC office.

SEBC
3334 Peachtree Road NE, Suite 709
Atlanta, Georgia 30326

Registration Fees

	Registrations received prior to or on Monday, September 12, 2011:	*Registrations received after Monday, September 12, 2011:*
Hazlehurst-Lamon Award Dinner	$75.00	$85.00
Fall Fly-In – Fiduciary Duties Looking Ahead		
Non-Plan Sponsor Members	$325.00	$375.00
Additional Non-Plan Sponsor Member attendee from same firm	$275.00	$325.00
Plan Sponsor Members	$250.00	$300.00
Additional Plan Sponsor Attendees from same firm	$200.00	$250.00
Non-Members	$625.00	$650.00

Special Events

Monday- September 26, 2011 – Hazlehurst Lamon Award Reception and Dinner
Co-sponsored by:

PIMCO
Allianz Global Investors

Plan now to join us for this very special evening as we kickoff the Fall Fly-In Conference when at these opening ceremonies we award the highest and most prestigious award from the SEBC- the Hazlehurst Lamon Award.

In addition to presenting the award, we will have a panel discussion on "The Role of the Fiduciary: Past Present and Future" with Steve Castle from SunTrust, Ruth Bauman from Fiserv and James Worrell from Georgia Gulf. With the changes affecting the role of the fiduciary in both the retirement and health/welfare arenas, they will share how the role of the fiduciary has changed and will change next year. This is a ticketed event.

Tuesday – September 27, 2011
Grand Prize Drawing at 5:00 p.m. – must be present to win.
Co-sponsored by:

McGuireWoods — Relationships That Drive Results
stadion — start smart. finish strong.

Reception - Following the Fall Fly-In, the SEBC will hold a reception where attendees can gather to talk about industry issues and network.
Sponsored by:

Nelson Mullins

Additionally, the SEBC will hold a brief town hall meeting that will include a Conference update, member Q&A and installation of new officers. This event is included in your registration fee.

Dress

Business attire for the Kick-Off Hazlehurst Lamon Award Reception and Dinner on Monday, September 26, 2011.

Business casual for the Fiduciary Duties - Looking Ahead Fall Fly-In on Tuesday, September 27, 2011.

Meeting/Hotel Location

The Hazlehurst Lamon Award Reception and Dinner on Monday September 26, 2011 will be at the Georgia Tech Hotel and Conference Center. ***The Fall Fly-In "Fiduciary Duties – Looking Ahead"*** will be at the Georgia Tech Global Learning Center. They are connected and conveniently located in Midtown Atlanta at the intersection of Fifth and Spring Streets in Technology Square, right off Interstate 85/75.

84 Fifth St. N.W.
Atlanta, GA 30308-1031
404-385-6203
Fax 404-385-1408

Convenient Parking & Transportation

Finding a close and convenient parking space is easy. The Technology Square parking deck, attached to the Hotel and the Center, is accessible from Spring Street. Hourly rates range from $1.50 for less than an hour to $10 for the day.

Directions and Transportation

The entrance to the Georgia Tech Hotel and Global Learning Center is on the right as you approach the Hotel and Learning Center. The entrance for the parking garage is at 800 Spring Street. The entrance to the Global Learning Center is on the second level (the blue level) of the parking garage. Keep in mind Spring Street is one way south (towards downtown).

Or you can take MARTA to the Midtown Station – it is about a 5 block walk or take the Georgia Tech Trolley (a real treat!) from the MARTA Midtown Station right to the front door of the Hotel and Learning Center.

View the link for all the directions at
http://www.gatechcenter.com/directions.php

Georgia Tech Hotel Information

If you need overnight accommodations, we recommend the Georgia Tech Hotel, adjacent to the Georgia Tech Global Learning Center. The SEBC rate is $132.00 per night (plus all applicable taxes). The room block will be released on September 9, 2011 so make your reservations now.

Guests can access the SEBC Fly-In Room Block reservations link at www.gatechhotel.com, clicking on the button "Group Booking" and entering the group password –"sebc0911" lower-case letters only. To make reservations by phone, call 1-800-706-2899.

SEBC Cancellation Policy

Requests for cancellation refunds for the Hazlehurst Lamon Award Dinner or the Fall Fly-In must be made in writing and be sent to: ***Southern Employee Benefits Conference****, 3334 Peachtree Road NE, Suite 709, Atlanta, Georgia 30326* or via e-mail to *amckillips@sebc.org*. Requests postmarked on or before September 16, 2010 will be refunded in full. For those registrants who must cancel after September 16, 2010, the Steering Committee has approved the following policy:

A registrant for any conference who is unable to attend may send a substitute to attend in his/her place for the fee that was previously paid. If you are sending a substitute, please provide the name of the person to Anne McKillips *(amckillips@sebc.org)* prior to the meeting so appropriate registration material may be prepared.

AGENDA

SOUTHERN EMPLOYEE BENEFITS CONFERENCE

Monday, September 26, 2011

1:30 p.m. -4:00 p.m.
Steering Committee Meeting
Georgia Tech Hotel and Conference Center

4:30 p.m. – 6:00 p.m.
Long Range Planning Committee Meeting
Georgia Tech Hotel and Conference Center

Welcome Reception and Hazlehurst Lamon Award Reception and Dinner
Sponsored by:

PIMCO

Allianz Global Investors

Georgia Tech Hotel and Conference Center

6:00 p.m. – 7:00 p.m.
Reception and Registration

7:00 p.m.
Hazlehurst Lamon Award Dinner
Plan now to join us for a wonderful evening of reconnecting with old and new friends as we present the SEBC's Hazlehurst Lamon Outstanding Achievement Award.

In addition to presenting the award, we will have a panel discussion on the evolving role of the fiduciary in today's environment.

The Role of The Fiduciary: ***Past, Present and Future***
Steve Castle, *Assistant General Counsel at SunTrust Bank, Atlanta, GA*
Ruth Bauman, *Vice President and Assistant General Counsel at Fiserv, Brookfield, WI*
Moderator/Panelist: James Worrell, *Vice President of Human Resources at Georgia Gulf Corporation, Atlanta, GA.*

Tuesday, September 27, 2011

FIDUCIARY DUTIES
LOOKING AHEAD

Title Sponsor: Invesco

Georgia Tech Global Learning Center

7:30 a.m. - 3:30 p.m.
Registration
Co-sponsored by:

McGUIREWOODS
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start smart. finish strong.

7:30 a.m. – 8:00 a.m.
Continental Breakfast
Second Floor Food Break Area

8:00 a.m. – 8:15 a.m.
Conference Opening and Welcome
Tim McCabe, *SEBC President*
Jim Hill, *SEBC Program Chair*

OPENING GENERAL SESSION

8:15 a.m. – 9:15 a.m.
Financial Markets: International to Emerging Middle Markets

Jeff T. Markarian, *Research Consultant, NEPC, LLC, Cambridge, MA*

World events impact the international or global markets but what is the effect? What are positive and what are negative impacts? In addition, what may be positive in one area but negative in another? These could be events such as the uprisings in the Middle East, the volcanoes in Iceland, the tsunami in Japan or the severe weather in this country this past year. On the other hand, maybe it is the financial crisis in Greece or the situation in Libya.

From international to emerging middle markets, our opening speaker will bring us up to date on the market research according to NEPC's findings. How does it affect defined benefit plans as well as defined contribution plans? What role should these asset classes have in a plan's overall investment strategy? With the cost of healthcare and the upcoming elections, how should plan sponsors plan their investment strategy? This will be a lively discussion affecting everyone in our industry.

9:15 a.m. – 9:25 a.m. Room Change, Cell Phone Time and Continuous Snacks

9:25 a.m. – 10:35 a.m. CONCURRENT SESSIONS

A) Claims Payments: What are you paying for?

Mike Dendy, *Chairman & CEO, Advanced Medical Pricing Solutions, Inc., Norcross, GA*
Richard T. Hirsch, *House Counsel, iCan Benefit Group, LLC, Boca Raton, FL*
Moderator: H. Frasier Ives, *Senior Vice President, Benefits Compliance Leader, East Area, Wells Fargo Insurance Services, Charlotte, NC*

Plan Sponsors are continuing to wrestle with healthcare costs. For those that are self-insured, the costs come out of their budget so it is important to know what you are paying for. Anyone can look at a hospital bill and think "Wow – what is all this stuff? I don't remember getting this." The question is – did you get that or were you over-charged?

Most plan sponsors and patients alike have no idea how to understand a hospital bill. Therefore, it is prudent today for plans to audit healthcare claim expenses. We will hear from two experts who will share some current healthcare audit practices that may help employers save on medical costs. Bring your questions!

B) Disclosure Rules: Disclose What?!?!

David A. Cohen, *Vice President, Fiduciary Counsel, Evercore Trust Company, N.A. Washington, DC*
David N. Levine, *Principal, Groom Law Group Chartered, Washington, DC*
Moderator: Fred Stewart, *Managing Director, Southeast Region, Portfolio Evaluations, Inc., Atlanta, GA*

The rules are here and the deadline is rapidly approaching. Our speakers will bring us up to date on the 401(k) disclosure rules and what they mean to plan sponsors, advisors, and participants. What information must be disclosed when and to whom? While plan sponsors will be relying on their service providers for the information, how should they disseminate this to employees? What fees must be disclosed and how should plan sponsors be preparing for the questions that are sure to come?

For the most part, most of the information was already available but not in such a way that the "average investor" could understand. Plan sponsors are going to have to be prepared to defend their decisions and explain the fees. Or perhaps plan sponsors themselves may not be aware of all the fees they are paying and to whom. Will the new fee disclosure allow for an "apples-to-apples" comparison? Join us for this timely and informative session.

C) Auditor Roles in the New Fiduciary Environment

R. Lee Height, *CPA, Senior Manager, Windham Brannon, Atlanta, GA*
Barry Klein, *CPA, Partner, Babush, Neiman, Kornman & Johnson, LLP, Atlanta, GA*
Anita McBurney, *CPA, Senior Manager, Habif, Arogeti & Wynne LLP, Atlanta, GA*
Moderator: Bert Carmody, *Principal, Southeastern Fiduciary Services, LLC, Atlanta, GA*

Invariably, when one addresses fiduciary issues, the issue of the audit role must be examined. Where do audit functions end and fiduciary ones begin? What requests do plan sponsors typically make of auditors that are really fiduciary duties?

Most audits are Limited-Scope audits. What does that really mean? What is the value proposition of a Full Scope audit? How much closer to fiduciary duties does a Full Scope audit get? The recently concluded AICPA and DOL conference on plan auditing and financial reporting made numerous observations and proposals to improve this function. What impact could these have on plan sponsors? Audit items are not a side bar issue anymore. In this "new" world of fiduciary duties, the auditors are in a significantly more influential and oversight position. These issues are essential to proper plan governance and process.

10:35 a.m. – 10:45 a.m. Room Change, Cell Phone Time and Continuous Snacks

10:45 a.m. – 11:55 a.m. CONCURRENT SESSIONS

A) Document, Disclose and Delegate: Piecing Together the Welfare Benefit Plan Puzzle - *(How Healthcare Reform and Recent Case Law Has Raised the Bar for Plan Sponsors and Administrators to Design, Manage and Communicate their Welfare Benefit Programs)*

Kate Crouch, *Consultant,*
Health and Welfare Benefit Strategies, Inc., Atlanta, GA
Bernard V. Kearse III,
The Kearse Law Firm P.C., Atlanta, GA
Edith "Edie" Lindsay, *Of Counsel,*
Troutman Sanders LLP, Atlanta, GA
Moderator: Philip Curran, *Managing Director,*
Craford Benefit Consultants, Charlotte, NC

Given that most single employers are not funding welfare benefits via a trust, what are the considerations and parallel fiduciary issues that employers face? The panel discussion will also address:

- *The changing role of insurance brokers in the Health and Welfare Plan arena.*
- *A need for a holistic, gatekeeper point person to coordinate compliance issues.*
- *Recent court cases and their impact on benefit plan design and operation.*
- *The stealth liabilities an employer/plan administrator should know (including self-reporting violations under IRC Section 4980).*

If you are a Health & Welfare professional, this session will help you untangle the maze/mess of how fiduciaries address the new healthcare environment.

B) Current DC Trends and What's Next?

Toni L. Brown, *CFA, Principal,*
Mercer Investment Consulting, San Francisco, CA
John E. Flagel, *CFA, Managing Director,*
Investment Consulting, Rogerscasey, Atlanta, GA
Moderator/Panelist: Glenn Dial, *AIF, PRP,*
Senior Vice President, Head of Retirement,
Allianz Global Investors, New York, NY

Defined Contribution plans have evolved to where they are today with more and more employers adding automatic enrollment and automatic escalation. They have added and changed investment options, all to increase participation rates, reduce expenses, and help employees better prepare for retirement.

We know instinctively this is happening. But what do the trends tell us – more focus on fee disclosure and oversight, ways to address inflation, retirement income solutions and so much more. Our speakers from very well respected firms known for their research will share with us current trends in Defined Contribution plans and what their research tells us is next. This will be a lively and timely session

C) Who's on First, What's on Second? Ethical Considerations on Representation in these Fiduciary Times

J. S. "Chris" Christie, Jr., *Partner,*
Bradley Arant Boult Cummings LLP, Birmingham, AL
Mark Ritter, *Executive Director,*
Compensation and Benefits Consulting Practice,
Grant Thornton LLP, Atlanta, GA
Moderator: Bert Carmody, *Principal,*
Southeastern Fiduciary Services, LLC, Atlanta, GA

More than the classic Abbot & Costello routine, this session examines the emerging issues of how providers represent themselves to their plan sponsor clients. What are their objectives? Where does the representation cross over to fiduciary advice?

The advisor issues of the various versions of ERISA 3(21) as well as assuming co-fiduciary duties are often stated to prospects and clients. Are these represented accurately? What do they really mean? What should the plan sponsor be asking? How should a plan sponsor deal with conflicts of interest in provider representation? While this is an Ethics session, it is a vital one in this "new" fiduciary environment. You need this session! Don't miss it!

11:55 a.m. – 12:05 p.m. Room Change and Cell Phone Time

12:05 p.m. – 1:45 p.m. LUNCHEON WITH SPEAKER
Sponsored by:

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Taking the Harder Right

Retired FBI Special Agent Oliver G. Halle,
Oliver G. Halle, & Associates, Marietta, GA
Joshua R. Kenyon, *Kenyon Recruiting, LLC, Frisco, TX*

Our lunch speakers will share some riveting tales of white-collar crimes. Just remember those that may be your next-door neighbor, your college roommate, or perhaps your peer commit white-collar crimes. Oliver Halle will be our first speaker and will talk about some of the experiences he had while with the FBI from his work with organized crime to white-collar crime. Following him will be Josh Kenyon who oversaw operations in his organization including human resources, IT, and much more.

You do not want to miss these speakers who will captivate you with their stories and the very surprising and shocking ending.

1:45 p.m. – 1:55 p.m. Room Change and Cell Phone Time

1:55 p.m. – 3:05 p.m. CONCURRENT SESSIONS

A) Consumer Driven Health Plans – Today and Tomorrow

John Young, *Senior Vice President, Consumerism, CIGNA, Minneapolis, MN*
Jamie Benton, *Director of Total Rewards, RaceTrac Petroleum, Atlanta, GA*
Phil Sutton, *SPHR, Chief Administrative Officer, Kubota Manufacturing of America Corporation, Gainesville, GA*
Moderator: Ronald L. Collins, *CLU, Principal, Prymium Solutions, Inc., Atlanta, GA*

As employers continue to face rising healthcare costs, many are looking at Consumer Driven Health Plans. What is the impact of healthcare reform to CDHP's? How are employers adopting CDHP's? Do CDHP reduce healthcare costs? How do you teach employees to be good consumers?

A provider will bring us up to date on where we are in the CDHP arena and then two employers that have adopted CDHP will share their stories – the good and the bad. What was the reaction from the employees? What did they do right in the roll out of the CDHP and what would they do differently next time?

B) Managing Risks, Volatility, Liquidity, & Inflation Concerns for Today's Plan Sponsor

Chip Castille, *Managing Director, US and Canada Defined Contribution Group, Blackrock, Inc., San Francisco, CA*
Moderator: Gloria Carlson, *Director Sales & Marketing, GIA Partners, Inc., New York, NY*

The recent and ongoing financial crisis has changed the way we look at Defined Contribution Plans. Is QEIII on the horizon? What are the implications for investment menu design (i.e.- TIPS, Alternative Asset Classes, etc.)?

What are the Budget deficit implications (examples: reducing tax preferences, retooled tax incentives for retirement savings, fee disclosure, retirement income solutions, & the expansion of Fiduciary obligations, etc.)? In addition, in this more "global" world we now live in, any future trends that may "migrate" to our shores from other DC systems around the world.

This will be a lively and enlightening discussion from one of the leaders in our industry.

C) Changing Providers – DB and DC Providers

Ira P. Finn, *PHR, Senior Manager, Benefits, Komatsu America Corp., Rolling Meadow, IL*
Monika Hubbard, *CEBS, PRP, Vice President and Investment Sub-Committee Chairperson, Kentucky Deferred Compensation Authority, Louisville, KY*
Moderator: Stacy Cox, *Director of Compensation and Benefits, Aaron's, Inc., Atlanta, GA*

In this session, we will hear from an employer who changed their 401(k) provider and in the process needed to consider changing the pension provider. The employer will share his experience in simultaneously making these changes. Does he recommend doing both at once or would he recommend making the changes at different times?

Our second panelist will share her experience overseeing the move of the defined contribution plans from a 20-year plus relationship to a new provider. Why the change and what was the reaction from the employees?

The panelists share what they did right and what they might have done differently. Join us for this timely and informative discussion.

3:05 p.m. - 3:15 p.m. Room Change and Continuous Snacks

3:15 -4:45 p.m. CLOSING SESSION
Benefits in the Real World – A Dialogue on Benefits

Darlene Carson *REBC, RHU, SPHR, CMS, Senior Compensation & Benefits Manager, Ruth's Hospitality Group, Inc., Heathrow, FL*
Kim Hoover, *Benefits Director, Consolidated Container Company, Atlanta, GA*
Helen Nelling, *SPHR, Director of Compensation & Benefits, Wayne Farms LLC, Oakwood, GA*
Dennis Taylor, *CCP, Vice President, Human Resources, Munich American Reassurance Company, Atlanta, GA*
Moderator: Howard Whitehead, *SEBC Steering Committee, Lawrenceville, GA*

Join these plan sponsors from very different companies in an open dialogue as they share their stories on how they navigate benefits. What changes, if any, have they made in reaction to the most recent environment? And how are they preparing for the legislative changes affecting benefits – from fee disclosure in 401(k) plans to Healthcare Reform. Are they evaluating their options for offering healthcare? Not to mention how are they handling the impact of the economy on investments in retirement plans whether 401(k) or defined benefit. Bring your questions to this open dialogue.

4:45 p.m. - 5:00 p.m.
Town Hall Meeting

Tim McCabe, *SEBC President – recognition of new officers, announcements, etc.*

5:00 p.m.
Grand Prize Drawing - $500 American Express Gift Card – must be present to win.

Co-sponsored by:

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5:00 p.m. – 6:30 p.m.
Closing Reception

Sponsored by:

Nelson Mullins®

SOUTHERN EMPLOYEE BENEFITS CONFERENCE

MARK YOUR CALENDARS

CHATEAU ELAN – BRASELTON, GA

APRIL 16, 2012
PRE-CONFERENCE ACTIVITIES
Golf Tournament, Bike Ride and more

APRIL 17, 2012
SPRING ANNUAL EDUCATIONAL CONFERENCE

Fiduciary Duties – Looking Ahead - Title Sponsor: Invesco

SOUTHERN EMPLOYEE BENEFITS CONFERENCE

REGISTRATION

Hazlehurst Lamon Award Dinner –
Monday, September 26, 2011
Georgia Tech Hotel and Conference Center, Atlanta, GA

Fall Fly-In – Fiduciary Duties – Looking Ahead –
Tuesday, September 27, 2011
Georgia Tech Global Learning Center, Atlanta, GA

First Registrant Name ______________________________
Title ______________________________
Company ______________________________
Address ______________________________
City ______________________ State ______________ Zip __________
Phone ______________________ Email ______________________

Second Registrant Name ______________________________
Title ______________________________
Company ______________________________
Address ______________________________
City ______________________ State ______________ Zip __________
Phone ______________________ Email ______________________

Third Registrant Name ______________________________
Title ______________________________
Company ______________________________
Address ______________________________
City ______________________ State ______________ Zip __________
Phone ______________________ Email ______________________

Should you wish to register additional attendees, please call 404-812-9132

2011 Registration Fees

Below are the registration fees for the conference. The first conference attendee from each company will pay the full conference price; each additional attendee from the same company will receive a discount. **Plan Sponsor Registration Fees are only available to those individuals who work for and whose responsibilities relate to the offering of benefits for the employees of that firm.**

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Payment Method:

❑ Check –*payable to the Southern Employee Benefits Conference*
❑ Credit Card – ❑ AMEX ❑ VISA ❑ MasterCard
Credit Card # ______________________
Expiration Date ______________________
Cardholder Name ______________________
Cardholder Signature ______________________

AMOUNT DUE
Conference Registrations: $ __________
Hazlehurst Lamon Award Dinner $ __________
TOTAL DUE $ __________

CONTINUING EDUCATION
Please file for Continuing Education Credits for me:
State Bar/Board:
____
State Bar/Board #:
____

Register by:
Website: *www.sebc.org*
Mail: 3334 Peachtree Road, NE, Suite 709
Atlanta, Georgia 30326

For more information: **Anne McKillips**, Executive Director
404-812-9132 or *amckillips@sebc.org*

Fiduciary Duties – Looking Ahead - Title Sponsor: Invesco